

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L3	3	(Upromise BabyMint EdExpress) AND rebat? \$2	US-PGPUB; USPAT	OR	OFF	2005/03/01 14:58
L4	3	3 AND college	US-PGPUB; USPAT	OR	OFF	2005/03/01 14:58

Welcome to DIALOG  
### Status: Connected

Dialog level 04.20.00D

Last logoff: 01mar05 12:59:48  
Logon file405 01mar05 13:00:15  
KWIC is set to 50.

HIGHLIGHT set on as '\*'

COREDBS is set ON as an alias for 15,9,610,810,275,476,624,636,621,613,813,16,160,634,148,20,77,35,583,65,2,233,99,474,475,256.

SUBCL14 is set ON as an alias for 635,570,PAPERSMJ,PAPERSEU.

SUBCL28 is set ON as an alias for 6,7,8,14,34,94,434.

SUBCL35 is set ON as an alias for 139,267,268,625,626.

SUBCL2NODRUG is set ON as an alias for 442,149,43,444,5,73,155,34,434.

\* \* \*

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.9 term=ASCII

\*\*\* DIALOG HOMEBASE(SM) Main Menu \*\*\*

Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

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/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database

(e.g., BI for ERIC).

?b coredbs,subcl14

09703562 Subh "competitors"  
in all reg'd WPL  
dbs for 705/14

1/4

?ds

Set Items Description  
S1 278 (UPROMISE OR BABYMINT OR EDEXPRESS) AND (PY<2001 OR PD<200-01101)  
S2 124 RD (unique items)  
S3 12 S2 AND (PURCHAS??? (5N) REBAT???)  
?t/3/all

3/3/1 (Item 1 from file: 9)  
DIALOG(R) File 9: Business & Industry(R)  
(c) 2005 The Gale Group. All rts. reserv.

2905296 Supplier Number: 02905296 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Coca-Cola Unveils "New" Coke Theme Area at Atlanta Headquarters**  
(Coca-Cola revamped marketing department offices in hopes of boosting communications between its employees to improve marketing)  
Atlanta Journal & Constitution, p N/A  
August 27, 2000  
DOCUMENT TYPE: Regional Newspaper ISSN: 0093-1179 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1789

3/3/2 (Item 1 from file: 624)  
DIALOG(R) File 624: McGraw-Hill Publications  
(c) 2005 McGraw-Hill Co. Inc. All rts. reserv.

01113996  
**A New Gig for Bill Bradley**  
EDITED BY ALETA DAVIES  
Business Week, Number 3701, Pg 60  
October 2, 2000  
JOURNAL CODE: BW  
SECTION HEADING: In Business This Week ISSN: 0007-7135  
WORD COUNT: 126

Full text  
examined for  
2/11/12

3/3/3 (Item 1 from file: 621)  
DIALOG(R) File 621: Gale Group New Prod. Annou. (R)  
(c) 2005 The Gale Group. All rts. reserv.

02712101 Supplier Number: 66623418 (USE FORMAT 7 FOR FULLTEXT)  
**Hellman & Friedman Leads Second Round Funding of \*UPromise\*, Inc.**  
PR Newswire, pNA  
Nov 6, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 387

3/3/4 (Item 1 from file: 148)  
DIALOG(R) File 148: Gale Group Trade & Industry DB  
(c) 2005 The Gale Group. All rts. reserv.

12318328 SUPPLIER NUMBER: 63321066  
**How to keep buying and still save for college. (company invests \*rebates\* from \*purchases\* for consumers)**  
Bulkeley, William M.  
Wall Street Journal, Wed ed, col 5, B1(W) pB1(E)  
July 12, 2000  
ISSN: 0193-2241 LANGUAGE: English RECORD TYPE: Citation

3/3/5 (Item 1 from file: 20)  
DIALOG(R) File 20: Dialog Global Reporter  
(c) 2005 The Dialog Corp. All rts. reserv.

2/4

14275300 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**San Jose Mercury News, Calif., Money Manual Column**

Mark Schwanhausser

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (SAN JOSE MERCURY NEWS - CALIFORNIA)

December 16, 2000

JOURNAL CODE: KSJM LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 897

3/3/6 (Item 2 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2005 The Dialog Corp. All rts. reserv.

12417112 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Coca-Cola Changes Marketing Strategy**

Henry Unger

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (ATLANTA JOURNAL AND CONSTITUTION - GEORGIA)

August 16, 2000

JOURNAL CODE: KAJC LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 744

3/3/7 (Item 1 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2005 The New York Times. All rts. reserv.

07827799 NYT Sequence Number: 482641001015

**SAVING YOUR WAY INTO DEBT**

Thrush, Glenn H

New York Times, Col. 1, Pg. 106, Sec. 6

Sunday October 15 2000

3/3/8 (Item 1 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

2091953 58840698

**Market's shifts felt at Coke North America unit refocuses, seeking to foster innovation**

Unger, Henry

Atlanta Journal the Atlanta Constitution pG.1

Aug 27, 2000

WORD COUNT: 1,908

DATELINE: Atlanta Georgia

3/3/9 (Item 2 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

2090423 57986346

**Coke saying consumer is it Sales shift: Marketing exec's new, personalized focus to include college savings plan for buyers.**

Unger, Henry

Atlanta Constitution pE.1

Aug 16, 2000

WORD COUNT: 875

DATELINE: Atlanta Georgia

3/3/10 (Item 1 from file: 471)

DIALOG(R)File 471:New York Times Fulltext

(c) 2005 The New York Times. All rts. reserv.

3/4

04053551 NYT Sequence Number: 649309001025 (USE FORMAT 7 FOR FULLTEXT)

**PERSONAL FINANCE; A New Lure for Loyal Shoppers: Buy a Little, Save a Little**

ANDREA ADELSON

New York Times, Late Edition - Final ED, COL 01, P 34

Wednesday October 25 2000

DOCUMENT TYPE: Newspaper LANGUAGE: English RECORD TYPE: Fulltext

SECTION HEADING: SECTH

Word Count: 1427

3/3/11 (Item 1 from file: 713)

DIALOG(R)File 713:Atlanta J/Const.

(c) 2005 Atlanta Newspapers. All rts. reserv.

10740065

**MARKET'S SHIFTS FELT AT COKE NORTH AMERICA UNIT REFOCUSES, SEEKING TO FOSTER INNOVATION**

Atlanta Journal-CONSTITUTION (AJ-CONSTITUTION) - Sunday, August 27, 2000

By: Henry Unger; Staff

Edition: Home Section: Business Page: G1

Word Count: 1,927

3/3/12 (Item 2 from file: 713)

DIALOG(R)File 713:Atlanta J/Const.

(c) 2005 Atlanta Newspapers. All rts. reserv.

10729090

**COKE SAYING CONSUMER IS IT SALES SHIFT: MARKETING EXEC'S NEW, PERSONALIZED FOCUS TO INCLUDE COLLEGE SAVINGS PLAN FOR BUYERS.**

Atlanta Constitution (AC) - Wednesday, August 16, 2000

By: Henry Unger; Staff

Edition: Home Section: Business Page: E1

Word Count: 892

7/4